



ORDINANCE

CITY OF BERLIN

2016-08

In the Year of our Lord Two Thousand Sixteen

AN ORDINANCE amending the Code of Ordinances of the City of Berlin, Chapter 17, ZONING, ARTICLE XV, Signs, Section 17-164, Signs Allowed By Permit Only

Be it ordained by the City Council of the City of Berlin as follows:

NOW THEREFORE BE IT ORDAINED by the Mayor and Council that the Code of Ordinances of the City of Berlin Chapter 17, ZONING, ARTICLE XV, SIGNS, Section 17-164, Signs Allowed By Permit Only is hereby amended as follows (double underline = new language):

8. Electronic Message Displays

Electronic Message Displays may be permitted in Business General and the Industrial Business Zones subject to the following requirements:

- a. Operation – such displays shall be limited to messages that appear or disappear from the display with no movement or scrolling. In no instance shall the display use the flash mode of operation.
- b. Display Time – each message on the sign must be displayed for a minimum of 10 seconds, with the exception of time and temperature displays which may change every three seconds.
- c. Illumination – the display must be equipped with automatic and manual dimming controls. The maximum nighttime brightness shall not exceed 700 NITs (candela per square meter).
- d. Hours of operation – 5am until 12am; 12 am to 5am with a static message.
- e. Content – The display may only be used to advertise goods and services on the property, time and temperature, and public service announcements. It may not be used to sell advertising to outside businesses.
- f. Size, height and distance from right of way shall follow the provisions of the underlying zone in which the sign is located.

This Ordinance shall be in full force and effect from and after passage.

PASSED: _____
Date

APPROVED: _____
Mayor

ATTEST: _____
City Clerk